

How to Use a Press Release

- * Identify the newspapers, television stations or radio stations that cover news in your area.
- * Call them and ask who you should submit your press release to.
(Some media like a hard copy, some accept email, some you can hand deliver)
- * Keep your press release to one page when possible – two at most.
- * Make sure your release answers the following questions:
 - who
 - what
 - where
 - when
 - why
 - cost (when applicable)
- * Be sure to include the following information:
 - Contact information (name and phone numbers for day and evening and email address of the person the press should contact about the release.)
 - Date of submission
- * If you submit a release to more than one person at a media outlet, let them know others have it as well
- * You can access media information through the phone book, or through the internet:
www.mainepress.org
- * If your event is cancelled, contact the media immediately.
- * If the media cannot cover your event, send them a follow-up release and photos (when possible).
- * When submitting photos, always identify the people in the photos.